



**FIERA MILANO**

***FIERA MILANO FINALISES THE ACQUISITION OF IPACK-IMA AND RELATED TRADE FAIRS FOR WHICH IT WILL ASSUME DIRECT ORGANISATION***

**Milan, 23 July 2015.** Following the press release issued on 1 July 2015, Fiera Milano SpA, communicates that today it has finalised the acquisition of 100% of Ipack-Ima SpA.

Ipack-Ima SpA owns the trademark of the triennial exhibition Ipack-Ima, one of the world's leading events for food and non-food processing and packaging technologies, which is held in the Fiera Milano exhibition site. The company owns the trademarks of a further three vertical exhibitions that are also held at Fiera Milano and which are dedicated to fresh food products: Meat-Tech (a triennial exhibition for meat processing and packaging), Dairytech (a triennial exhibition for treatment and packaging technologies for the dairy sector) and Fruit Innovation (an annual exhibition for technology and services in the fruit and vegetable sector). Finally, Ipack-Ima owns 50% of the trademark of Intralogistica Italia, a triennial fair which exhibits equipment and machinery relating to the internal corporate logistics requirements (the remaining share of this exhibition is owned by Deutsche Messe, owner of the Hanover exhibition site in Germany).

Fiera Milano will own the brands for these exhibitions and will in future organise them directly.

“Italy”, stated the Chief Executive Officer of Fiera Milano, “is a market leader in the packaging industry and, in particular, in food packaging. The trade exhibitions that we have acquired today will help us maintain this leading “made in Italy” position and will strengthen it on the international stage. This acquisition will also permit us to develop further the food sector and will position Fiera Milano as an exhibition hub for the industry. The leading food exhibition, TUTTOFOOD, is already part of our portfolio and is integrated downstream with the international leading exhibition in hospitality, HOST. We have now completed the upstream part of the chain with the acquisition of exhibitions covering processing and packaging technologies in the food sector”.

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